

One Good Merchant in Every Town

can establish a profitable and permanent shoe business on limited capital through the **W. L. DOUGLAS** NEW SALES METHOD **Retailers Reserve System** Men's, Women's & Boys' Shoes



This new plan of distribution has been arranged for your benefit, and through it Profits Are Guaranteed

W. L. Douglas shoes are the world's best-known trademarked shoes. High quality honest workmanship coupled with low prices and latest style make easy sales and quick turn-over of your investment. Pre-paid express and freight, 10 cents per pair allowance west of the Mississippi, and bonded 24 hour shipping service help increase profits and make large investments unnecessary. Write now for catalog and full information. If there is no Douglas dealer in your town you may be awarded **EXCLUSIVE RIGHTS** to handle this great nationally advertised product. Any dealer who sells shoes can increase his profits by adding W. L. Douglas shoes to his line.

REMEMBER That \$20,000,000 has been spent in advertising W. L. Douglas shoes. No other shoes can equal W. L. Douglas in quick sales, because people call for them. The results of this advertising and 46 years of honest shoe-making means sales and profits for you.

Write today. The first application will have first consideration.

W. L. DOUGLAS SHOE CO., 10 Spark Street, Brockton, Mass.

Ask your Dealer for W. L. Douglas shoes.

Search Palestine Ruins.

Forty historical sites, of which 17 were previously unrecorded, have now been examined in the valley of the Jordan near Beisan. Some of them have given evidence of great antiquity.

Aspirin

Say "Bayer" and Insist!



Unless you see the name "Bayer" on package or on tablets you are not getting the genuine Bayer product prescribed by physicians over twenty-two years and proved safe by millions for

Colds Headache
Toothache Lumbago
Earache Rheumatism
Neuralgia Pain, Pain

Accept "Bayer Tablets of Aspirin" only. Each unbroken package contains proper directions. Handy boxes of twelve tablets cost few cents. Drugists also sell bottles of 24 and 100. Aspirin is the trade mark of Bayer Manufacture of Monocetacidester of Salicylic acid.—Advertisement.

The trouble with things that are not good for us is that they always seem so good to us.

The man who could do just as he pleases probably would try to raise a bull pup that wouldn't mind.



Baker's Cocoa

is the ideal drink for growing children

Not only does its delicious flavor and aroma appeal to the palate but it supplies the body with a considerable amount of pure, wholesome and nutritious food.

Children, owing to their almost ceaseless activity, frequently require as large an amount of nourishment as adults, and good cocoa is a valuable aid in the carefully arranged diet. But its quality must be good and no cocoa can quite so well meet the requirements of dietitian, physician, nurse or housekeeper as "BAKER'S."

MADE ONLY BY **Walter Baker & Co. Ltd.** Established 1780 DORCHESTER, MASS.

Booklet of Choice Recipes sent free

W-A-N-T-E-D HELP—MALE OR FEMALE

U. S. Government wants help—men, women, boys 17. Ready \$150-\$185 month. Experience unnecessary. Common education sufficient. Many examinations coming. List free. Write: **STEWART ACADEMY** 100 Highland Ave. Indianapolis, Ind.

NIAGARA BLUE RIBBON WALL PAPERS Make Beautiful Rooms—Low Price Ask Your Dealer or Write for Catalogue and Sample

NIAGARA WALL PAPER CO., Niagara Falls, N. Y.

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STATE HAPPENINGS TOLD IN BRIEF

THE HAPPENINGS OF A WEEK IN TENNESSEE PREPARED FOR OUR BUSY READERS.

TO LENGTHEN SCHOOL TERMS

Rural Schools Have Average Term of 137 Days—Expect Seventy Counties to Increase Session.

Nashville.—Tennessee rural schools will have longer terms this year than ever before, 58 counties having reported to the state educational department plans for extending the number of days school will be in session. Between 69 and 70 counties are expected to increase the term.

The 56 counties in 1920-21 had an average term of 119 days. The average last year was 122 days and this year the average will be 137 days.

This increase is largely due to the increased state aid now given the several counties and the basis on which this aid is apportioned. Under the acts of 1921 each county is required to maintain a term of at least five months before it can share in the state equalizing fund. During the scholastic year 1920-21, before this law was effective, the school term in 14 counties was less than 100 days. During the past year it was less than 100 days in only one county, and during the present not one county will fall below this minimum.

It is fast developing into a race between the smaller counties to see which can get out of the minimum 100-day column. All of the 58 counties reported to date have succeeded in getting out of this class and it is expected that the remaining 40 will be equally fortunate.

Counties in West Tennessee show the following increase:

	1920-21	1921-22	1922-23
Carroll	111	123	123
Benton	90	100	120
Crockett	114	140	140
Gibson	121	123	140
Hardeman	110	120	120
Hardin	80	100	120
Henderson	80	100	120
Henry	99	120	130
Lake	122	141	160
Lauderdale	140	136	180
McNairy	100	100	120
Tipton	115	135	140

ANNOUNCE PROGRAM OF BETTER BUSINESS MEET

Retail Merchants to Spend Day at Educational Gathering—1,000 Business Men Expected.

Plans have been completed for the annual Better Business Convention which is to be held in Memphis on October 5th at the Hotel Chisca, which will be attended by approximately 1,000 business men of Memphis and surrounding territory. Fred P. Mann, successful retailer of Devil's Lake, North Dakota, who did a \$500,000 business in 1921 in a town of 5,000 persons, will be the principal speaker.

The completed program as announced by R. W. Reich, general chairman, follows:

10:00 a.m.—Welcome address, Steve H. Butler, president of the Memphis Chamber of Commerce.
10:15 a.m.—"The Banker and Merchant," by John J. Hefflin, manager of the Memphis Branch of the Federal Reserve Bank of St. Louis.

10:45 a.m.—"Present Business Conditions," by John W. McClure, secretary-treasurer Bellgrade Lumber Co., Memphis, Tenn.
12:30 p.m.—Luncheon, Hotel Chisca ballroom.

1:15 p.m.—"How to Increase Your Sales," by Fred P. Mann of Devil's Lake, North Dakota.
2:30 p.m.—Questions and answers, by Fred P. Mann.

The convention opening was fixed at 10 a.m. to allow plenty of time for visiting merchants to arrive in Memphis on the early trains and yet reach here in time for the start of the convention. The afternoon session will also close in time for visitors to catch the evening train for home.

Boy Killed, Four Men Hurt.

Knoxville.—Beck Morris, 14, was instantly killed and two men were severely injured when an auto in which they were riding was struck by a Southern train.

Barn and Stock Burn.

Selmer.—The large stock barn of Albert C. Cotner near the McNairy-Hardin county line was destroyed by fire recently.

Large Still Seized.

Brownsville.—In a raid headed by Sheriff H. D. Chaney a large still was found and destroyed in the Fourth district of this county. The location of the still was in a remote and secluded place in the wilds of Hatchie bottoms.

Heads Women Clubs.

Nashville.—Mrs. Walter L. Jones of Nashville was named chairman of the junior division of the Tennessee Federation of Women's clubs at the September meeting of the executive board.

Home Town Helps

PEOPLE GROW MORE ORDERLY

Gratifying Improvement in Sense of Municipal Responsibility Shown in Recent Years.

Several years ago American cities cut a poor figure in respect to neatness compared with the cities of Europe. At present the comparison in disarray is not so unfavorable to this country. European cities have become less tidy—the war, of course, is to blame for this as for most other things—and American municipalities have become cleaner. At the present time, indeed, the littered condition of London and the English countryside is receiving much attention from the British press. The careless populace not only throws its newspapers into the public highway, but disposes of tin cans in a similarly informal manner. But American cities are still far from immaculate. For this reason the "clean-up weeks" and the creation of agencies which devote their energies to anti-litter work are hopeful signs. Improvement is certain. Anyone who has watched American cities for twenty-five years knows that men and women develop a municipal responsibility much more rapidly than is commonly supposed. Twenty-five years ago few free-born Americans hesitated to spit in public conveyances or public places. The inhibition that has developed in respect to this vice shows how rapidly personal habits can be improved. The day will probably come when the average citizen will be as careful about dropping his read newspaper in the street as he is now about spitting in a street car.

But there is still much opportunity for missionary zeal, especially among the crowds who spend Sundays in the public parks. Nothing would more eloquently portray the perfection of the civic conscience than an unlettered city park on Monday morning.—World's Work.

PLAN NOW FOR THE FUTURE

Too Many American Communities Have Failed to Foresee the Importance of Looking Ahead.

Most great cities have grown after a haphazard fashion, with narrow and often crooked streets, insufficient park and recreation space, overcrowded tenement districts and improvised means of transit. Occasionally they have been made over at great expense, as Paris was made over by Baron Haussmann under the Second empire; oftener they have groped their way blunderingly into greater and greater confusion. Washington is an almost unique example of a city that was deliberately and spaciouly planned from the beginning.

But in recent years city planning has become a profession, and city governments have more and more become convinced of the advantages of intelligent study of their special problems. In Germany a great deal was accomplished before the war in improving and beautifying such cities as Berlin, Cologne and Nuremberg. Something has been done in England and something also in the United States, though oftener in new or small cities than in the larger ones.—Exchange.

Sow Grass in the Fall.

Springtime is commonly considered to be seedtime, but with lawns better results often are obtained by seeding at some other season. Except, perhaps, in the northern tier of states and in New England, says the United States Department of Agriculture, early autumn seeding is much more satisfactory than spring seeding. South of the latitude of New York spring seeding should rarely if ever be practiced. There are good reasons for this rule. Young grass does not stool well in spring and summer and is not sufficiently aggressive to combat crab-grass and other summer annual weeds. In the area south of this and north of the Potomac and Ohio rivers the time is early September. The reseedling of an old lawn should be done at the same season as new seeding.

Save Trees When Possible.

One of the unfortunate results of urban growth is the destruction of fine trees which have sheltered generations of young villages only to be sacrificed at last to make room for a few yards of asphalt or to obviate the necessity of deflecting a concrete sidewalk. Often, of course, it is impossible to save a venerable elm or maple or oak which gets in the path of business expansion, but not infrequently these fine old veterans of a hundred years' war with the elements are slaughtered ruthlessly.

Tree Selection.

There is a popular notion that oaks cannot be domesticated, but I have a burr oak 30 feet high that I planted as a six-inch seedling just 20 years ago, writes a correspondent of the Chicago Daily News. A red oak in my lawn I planted when three feet tall, and it has kept pace with Norway spruce set at the same time, furnishing with its brown clinging foliage in the winter no less charm than the green of the spruce. The hickory is perhaps the shyest of domestication, but treated rightly it is a rapid grower.

Dr. Peery's "Dead Shot" not only expels Worms and Tapeworm, but cleans out the mucus in which they breed and loose up the digestion. One dose sufficient. If it fails, we will refund your money. 373 Pearl St., New York City.—Advertisement.

Slight Modification.
"What is the difference between a politician and a statesman?"
"There isn't much," replied Senator Sorghum. "During a campaign a politician is a politician, and after a campaign a politician is a statesman."

Don't Forget Cuticura Talcum
When adding to your toilet requisites. An exquisite face, skin, baby and dusting powder and perfume, rendering other perfumes superfluous. You may rely on it because one of the Cuticura Trio (Soap, Ointment and Talcum). 25c each everywhere.—Advertisement.

For Visitors Only.
The primary teacher asked the class for a definition of the word "blessing." None of the pupils seemed to know. Finally Johnny's hand went up. "What is it, Johnny?" said the teacher.
"Papa says the blessing every time we have company."

DYED HER DRAPERIES, SKIRT AND A SWEATER WITH "DIAMOND DYES"

Each package of "Diamond Dyes" contains directions so simple that any woman can dye or tint faded, shabby skirts, dresses, waists, coats, sweaters, stockings, hangings, draperies, everything like new. Buy "Diamond Dyes"—no other kind—then perfect home dyeing is guaranteed, even if you have never dyed before. Tell your druggist whether the material you wish to dye is wool or silk, or whether it is linen, cotton, or mixed goods. Diamond Dyes never streak, spot, fade, or run. So easy to use.—Advertisement.

Pleasure's Penalty.
It is fine to recline in the bright sunshine on the sands, oh, brothers and sisters; but we find, alas! when a few hours pass that all isn't bliss that blisters.—Boston Transcript.

Important to Mothers
Examine carefully every bottle of CASTORIA, that famous old remedy for infants and children, and see that it Bears the Signature of *Dr. J. C. Fitch* In Use for Over 30 Years.

Children Cry for Fletcher's Castoria

PRAYER CAME FROM HEART

Under the Circumstances, There Can Be Little Doubt Sambo Was Sincere in His Supplication.

Representative Christopher of South Dakota tells a good story about a dorky who was short of meat at home and selected his pastor's smokehouse as a likely place to get a nice ham. As he was leaving with a big one under his arm the pastor suddenly appeared before him and said:

"Why, Sambo, what are you doing in my smokehouse at this time of night?"
To which the trembling dorky replied: "Ah sah, Ah just come in to pray, sah."

Whereupon the pastor said: "If that is the purpose of this visit here, then you just get down and pray."

Thereupon the dorky sank on his knees, raised his eyes and hands to heaven and offered up this prayer: "Oh, Lord, I pray that you now promptly dismiss us so that we may depart in peace."—Exchange.

Threat Considered a Favor.

Jodkins was always a dissatisfied member of the staff. His complaint this time he considered a big one and he told his work mates that he would threaten to leave.

"What did the boss say about your threat to leave?" he was asked on being seen coming from the chief's room.
"He didn't take it as a threat," replied Jodkins, "he thought I was doing him a favor."—London Tit-Bits.

No man lives a useless life. He may serve as an example for others to avoid.

A UNION OF INTEREST TO WOMEN

Healthy Housewife—Happy Home

Lydia E. Pinkham's Vegetable Compound Has Helped Form Many

For the ailing, half-sick housewife such a union is impossible. Often times even the slightest form of housework cannot be accomplished. Yet the work must be done.

Many women struggle along for years suffering from some form of female trouble that makes their lives miserable and their homes far from happy.

Lydia E. Pinkham's Vegetable Compound has helped thousands of just such women regain their health and strength. Just give your thought to the following letters and remember that the women who wrote these letters knew how they felt before taking the Vegetable Compound and again afterwards. It helped them—let it help you.

Had Nervous Spells

Horatio, Ark.—"I had nervous spells and awful bad feelings. My right side and my back hurt me all the time and I had been going down in health for six or seven years. For three years I had not been able to do my work without help. I weighed only 95 pounds when my husband's mother persuaded me to take Lydia E. Pinkham's Vegetable Compound. Now I heartily recommend it to all suffering women, as I have gained weight and health. I can do all my work, anything I want to do."—Mrs. JIM REARICK, Horatio, Arkansas.

YOU MAY NOT BELIEVE THIS

But, if True, This Young Lady is Very Evidently Not in the Class of Modern "Flappers."

A country correspondent of an Indiana weekly newspaper, who disclaimed being either a pessimist or reformer, recently wrote as follows: "The other day a man and his daughter from near Danville, Ky., passed through our town on their way to a nearby village. They expected to be met at the train by a relative, but he was late, so they had to wait for him for four or five hours. The daughter was a young woman of seventeen, but still wore her hair in curls. We were especially impressed by the natural girlishness and sweet modesty of the young woman. She was refined, too, both in manners and dress. Her father apologized for her bashfulness. There's nothing else to say about this little incident except that it is a rare and beautiful thing to hear a father apologize for the modesty of a daughter of seventeen summers."—Indianapolis News.

Descendants of Mary's Lamb.

Col. Thomas Powell of Columbus, Ohio, veteran of the Civil war and brother of the famous Gen. Eugene Powell, is the proud owner of "Lawnmower," the only living descendant of Mary's little lamb. The original Mary was Mary Sawyer of Sterling, Mass., who was eight years old at the time celebrated by the poem in 1814. The immortal verses, by the way, were written by John Rolston.—From the Argonaut.

Feminine Determination.

Alice—"Do you really know what you want?" Virginia—"I'm rather undecided. But I know that I want it."

No matter what happens, keep on hoping and trying. Despair is the height of folly.

Small Boy's Distress Had a Whole Lot More Than Mere Sympathy as a Basis.

A lad in Washington got a job that didn't at all please him—shoveling the snow from the sidewalk in front of his house. There was a good bit of ground to cover. After about two hours' toil he began to cry.

"What's the matter, son?" asked a sympathetic neighbor, as he came upon the scene.

"A tramp came along and stole the shovel from me just next door," explained the boy between sobs.

"Well, son," continued the neighbor, "it's a fine thing to be sympathetic, but you mustn't worry so over other people's affairs."

"It ain't that," added the boy, "I am crying because he didn't steal my shovel, too."—Milwaukee Sentinel.

Her First Ball Game.

Betty, a demure little lass of four, who is in Indianapolis from Detroit as the guest of her Aunt Irene, saw her first baseball game a few days ago and while at the game picked up a number of the terms and expressions used by the fans.

Sunday, Betty was sent to Sunday school and on her return home was asked by her aunt to relate the story of the lesson. After telling the story, she added:

"That's all I can remember, but I believe I've left out about two innings."—Indianapolis News.

Misused Figure of Speech.

A young writer, not much given to revision, recently sent out a story wherein the following occurred: "He called his son a spendthrift, and did not fail, as he had done before, to cast his recently purchased motorcar, a 100-horsepower touring machine, in his teeth."—Exchange.

No. 72 NEW YORK NOW 1922

I do hereby promise to pay in sleepless nights

Mr. Coffee Drinker

Why sign notes at the dining table?

If your mealtime cup of coffee leads you into midnight wakefulness and mid-afternoon drowsiness (as so often happens) why not stop giving the promise to pay?

It is so easy to keep out of debt by turning to Postum.

Postum is a satisfying, mealtime drink, rich in flavor and aroma—and with no regretful settlements, afterward.

Why not try Postum instead of coffee today, and pave the way to better health and happiness?

Postum FOR HEALTH "There's a Reason"

Made by Postum Cereal Co., Inc., Battle Creek, Mich. Sold by All Grocers